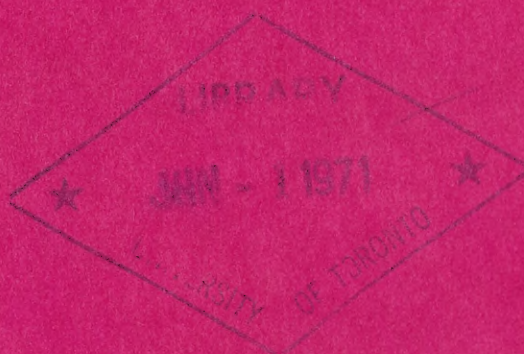


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*Everything  
you always wanted  
to know about the census*

(but were too shy to ask)



JUNE 1 IS CENSUS DAY — COUNT YOURSELF IN





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CAI  
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- 2007

# THE 1971 CENSUS



DOMINION BUREAU OF STATISTICS  
BUREAU FÉDÉRAL DE LA STATISTIQUE





*One of the 40,000 census representatives who will conduct the 1971 Census of Canada seems slightly overwhelmed at the size of the apartment building that makes up her "enumeration area." Each field worker is responsible for delivering questionnaires to between 150 and 200 households and following up to make sure that they are completed and returned.*



## **The 1971 Census**

Canadians will find that something is different when the Census of Canada is taken on June 1, 1971.

For the first time in 100 years, with few exceptions, the census man or woman will not stand on the doorstep, or sit in the living room, to ask all the questions and note the answers. Instead, after identifying the household, he or she will simply leave a questionnaire and an instruction booklet—and depart.

In the 1971 Census you, or someone in your family, will be your own census-taker. You can study the questionnaire and accompanying instructions on your own time, look up records where necessary, and check with other members of the family before setting down the answers. Or if you need further help, you can get it on the phone, at a local number listed on the form.

If you live in one of the larger urban areas, you will be asked to mail back the completed questionnaire—in a post-paid envelope provided for this purpose. That will finish your task, unless the census officials find errors or omissions that may make it necessary for them to contact you.

In other areas, the Census representative will call to pick up and review the questionnaire.

Thus it will be a self-census for most of us. Only in the remote outlying areas, or where special problems exist, will the traditional door-to-door canvass be made.

Sound simple? We hope it will be — for you.

For Canada as a whole, the task is gigantic. The 1971 Census will

be one of the biggest peace-time operations the country has ever seen. It will require about 50,000 workers, specially-made electronic equipment to “read” and process millions of questionnaires, computers to organize and compile the information.

The cost of taking the Census will be over \$35,000,000. And it's one of the best investments Canadians can make. The pay-off — for everyone — is huge.

## **Why the Census makes sense**

The Census will, in effect, be a stop-action snapshot of Canadians on June 1, 1971. In many ways it will tell us how far we have come. It will also help us to plan where we want to go.

One of the main reasons for the B.N.A. Act's requirement that a census of Canada be taken every ten years was to provide the information on which to determine the boundaries of electoral constituencies — to apportion seats in Parliament and the Legislatures.

That remains one of the primary uses of census information. But information on population and housing now has many more uses.

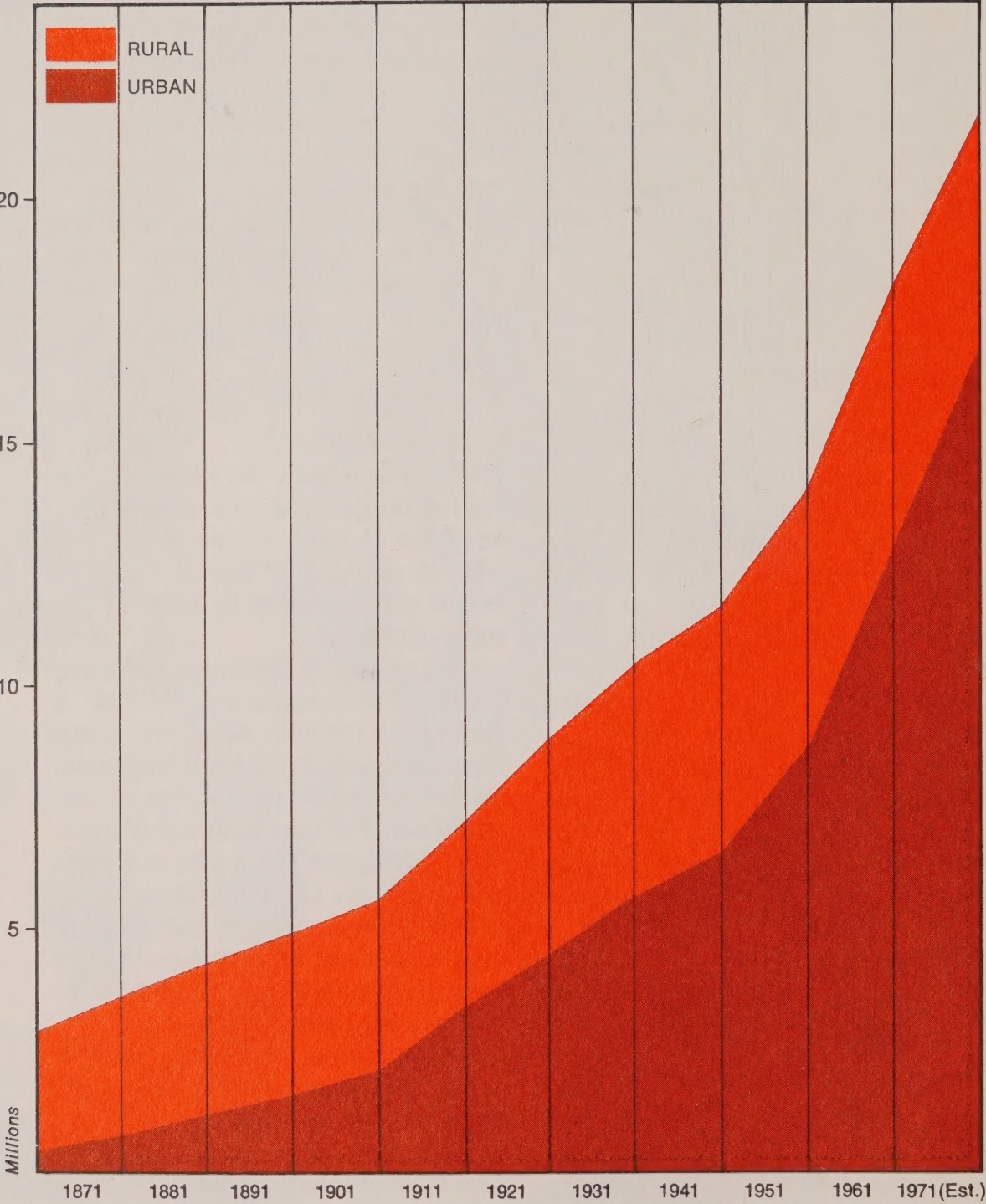
Governments, business, universities, individuals—all of us—need good information to make good decisions. The Census will provide that kind of information.

Here are some of the ways the Census will help you:

- It will indicate how well Canada is progressing in such areas as incomes, housing, education.



# 100 Years of measured progress



*Canada's population has grown without interruption since our first national census, but our country has become progressively urban in character. While nearly three quarters of the population was rural in 1871, the reverse is true in Canada today.*



- It will help identify our needs not just by province or city, but right down to local areas.

- It will provide information essential to the planning of schools, the building of streets and highways, the location of hospitals, and the designing of recreational facilities.

- Industry will get information on population characteristics — such things as age groups, occupations, cars, household equipment — that will help it plan for a better and more efficient production of commodities and services, to the benefit of everyone.

- Governments will have new and better information on which to base their policies in such important areas as health and welfare services, agriculture, urban renewal, transportation systems, and regional economic development.

- Workers, students, and the school authorities will learn more about job and industrial trends and thereby gain the information needed for training, retraining and vocational education programs. Such decisions affect not only personal careers but the whole course of economic activity in the future.

- Business people will be able to make effective decisions based on detailed marketing statistics, business trends and growth rates in provinces, cities and towns.

These are just some of the ways in which the Census can help you and your community and the whole country. Uses of Census statistics are almost endless. This explains why Canadians have always co-operated so completely in census-taking.

## How it all began

The modern census originated in Canada! And we are still regarded abroad as a world leader in many aspects of census-taking.

But the idea of census-taking goes back almost 6,000 years. About 3800 B.C. the Sumerian city states took inventories of property and livestock, and later of people. There are records of census-taking in China about 3000 B.C., and in Egypt about 2200 B.C. Censuses are mentioned in both the Old and New Testaments of the Bible.

The very word "census" comes from a Latin word, "censere", which originally meant "to assess". And in those ancient days, the word was apt, because the primary purpose was to collect taxes.

The Roman Empire made regular and frequent use of censuses for this purpose as well as to list the names of men eligible for military service, to raise forced labour and to marshal the resources to finance the Empire.

But in the last few centuries, all that has changed. Censuses today have nothing to do with assessment or taxation. A modern census is the complete listing or cataloguing of a people and many of the things that affect their lives. Censuses are taken to provide information about people so that governments, business and industry, social organizations and many other agencies can know more about the basic structure of our society as it is — not as we hope or guess it might be.

This new concept evolved after many hundreds of years, during which the census virtually ceased



CENSUS OF 1665—1666. — RECENSEMENT DE 1665—1666.

NEW FRANCE.—NOUVELLE-FRANCE.

TABLE IV.—Professions and Trades. — TABLEAU IV.—Professions et Métiers.

Professions and Trades.		Localities.—Localités.					
Professions et Métiers.		Québec.	Côtes Nord.	Orléans & Côtes Sud.	Trois Rivières.	Mont-réal.	Total.
Armuriers.....	Armourers.....	2	.....	2	.....	4	7
Arquebusiers.....	Gunsmiths.....	2	.....	.....	2	3	16
Bourgeois.....	Gentlemen of means.....	15	1	.....	.....	.....	11
Boulangers.....	Bakers.....	1	3	4	.....	3	7
Bouchers.....	Butchers.....	.....	3	2	.....	2	1
Boutonniers.....	Button makers.....	.....	1	.....	.....	.....	1
Brasseurs.....	Brewers.....	1	.....	.....	.....	.....	1
Briquetiers.....	Brick makers.....	.....	1	.....	.....	.....	1
Chapeliers.....	Hatters.....	.....	4	1	.....	2	7
Charrons.....	Wheelwrights.....	.....	2	.....	.....	.....	2
Chirurgiens.....	Surgeons.....	2	2	.....	.....	1	5
Charpentiers.....	Carpenters.....	3	21	4	1	7	36
Charbonniers.....	Charcoal Burners.....	.....	1	.....	.....	.....	1
Chaudronniers.....	Braziers.....	.....	2	.....	.....	1	3
Chandeliers.....	Chandlers.....	1	2	.....	.....	.....	3
Cordiers.....	Rope makers.....	1	3	1	.....	1	6
Cordonniers.....	Shoe makers.....	6	7	3	.....	4	20
Corroyeurs.....	Curriers.....	.....	1	4	.....	3	8
Cloutiers.....	Nailers.....	3	.....	1	.....	.....	4
Couteliers.....	Cutler.....	.....	1	.....	.....	.....	1
Couvreurs d'ardoises.....	Slater or Roofer.....	.....	1	.....	.....	.....	1
Drapiers.....	Drapers.....	.....	1	3	.....	.....	4
Engagés.....	Servants.....	93	115	47	72	74	401
Ferblantiers.....	Tinsmith.....	1	.....	.....	.....	.....	1
Fondeurs.....	Foundryman.....	1	.....	.....	.....	.....	1
Fourbisseurs d'épées.....	Sword grinder.....	1	.....	.....	.....	.....	1
Huissiers.....	Bailiffs.....	3	1	.....	.....	.....	4
Imprimeurs.....	Printers.....	.....	.....	1	.....	.....	1
Instituteurs.....	Teachers.....	2	.....	.....	1	.....	3
Jardiniers.....	Gardeners.....	2	1	.....	.....	.....	3
Maçons.....	Masons.....	7	12	5	.....	8	32
Maîtres de barques.....	Ship captains.....	1	.....	.....	.....	.....	1
Marchands.....	Merchants.....	13	1	.....	1	3	18
Menuisiers.....	Joiners.....	9	8	3	2	5	27
Meuniers.....	Millers.....	.....	5	2	1	1	9
Navigateurs et Matelots.....	Sailors.....	4	9	6	.....	3	22
Notaires.....	Notaries.....	2	1	.....	.....	.....	3
Orfèvres.....	Jewellers.....	.....	.....	1	.....	.....	1
Pâtisseries.....	Confectioners.....	3	1	.....	.....	1	5
Pelletiers.....	Furrier.....	1	.....	.....	.....	.....	1
Sabotiers.....	Wooden shoe maker.....	.....	1	.....	.....	.....	1
Scieurs de pierres.....	Stone cutter.....	1	.....	.....	.....	.....	1
Selliers.....	Saddlers.....	.....	1	1	.....	1	3
Serruriers.....	Locksmiths.....	.....	1	.....	1	1	3
Taillandiers.....	Edge Tool makers.....	8	1	2	1	2	14
Tailleurs d'habits.....	Tailors.....	8	9	4	2	7	30
Tapissiers.....	Carpet weavers.....	.....	2	1	.....	.....	8
Tisserands.....	Weavers.....	1	11	3	.....	1	16
Tonnelliers.....	Coopers.....	4	1	.....	1	2	8
Tourneurs.....	Turners.....	.....	.....	.....	.....	1	1
Total.....		202	238	101	85	137	763

Those who think that studies of manpower and employment are something new may be surprised to see how meticulously Jean Talon documented the professions and trades of New France in his 1665-66 census. Many of the occupations listed have since passed into oblivion, but they were all important tasks in the 17th century. A footnote points out that members of the nobility, the clergy, public functionaries and farmers are not included in this tabulation.



to exist as an instrument of government. When the Roman Empire collapsed in the fifth century, the idea of census seems to have died with it. Only two major attempts at census taking were made during the next six hundred years: the Breviary of Charlemagne (808 A.D.) and the Domesday Book of William the Conqueror (1086 A.D.). Both were inventories of property and wealth.

The modern concept of the census originated in the middle of the 17th century.

The year was 1666. The place was New France. The man who organized it was Jean Talon, the Great Intendant.

Talon's first census listed 3,215 persons, with details of age, sex, marital status and occupation. Two years later his census asked additional questions about livestock and cultivated property. In 1671 he took a census in Acadia. By 1754, fifteen censuses had been taken in New France and Acadia. With each new census, questions were added about crops, buildings, churches, grist mills, saw mills, firearms and swords.

Upper Canada took its first census in 1824 — and then conducted a census *annually* until 1842, the year of Union with Lower Canada. The Act of Union required a census every five years. Meanwhile, censuses had been taken in New Brunswick in 1824, Assiniboia (later Manitoba) in 1831, and Prince Edward Island in 1841.

Under the British North America Act of 1867, a census was to be taken in 1871 and "every tenth year thereafter". This decennial census

was extended to the territories and to new provinces as they joined Confederation.

In addition to the decennial census, a special agriculture and population census was taken in Manitoba in 1896 and extended to all three Prairie provinces in 1906 to keep up with the rapid settlement of the West. This "mini" census continued every tenth year up until 1956 when it was extended to the whole country. It has proved invaluable in updating population and agriculture statistics between major census periods and plans indicate it will be continued in 1976.

### **Three censuses in one**

The 1971 Census will thus mark 100 years of national census-taking in Canada. And it will really be a combination of three censuses:

- A combined population and housing census
- An agriculture census
- A merchandising census.

### **The people and how they live**

The population and housing census is designed to tell us how many people live in Canada, where they live and the kinds of homes they live in.

Every household will receive a questionnaire. Two out of three will get a short form, requesting basic population data. They will be asked to record the name, birth date, relationship, sex, marital status and mother tongue of each household member and to answer nine housing questions.



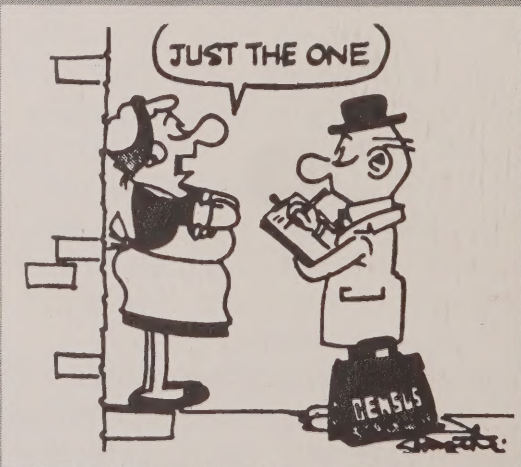
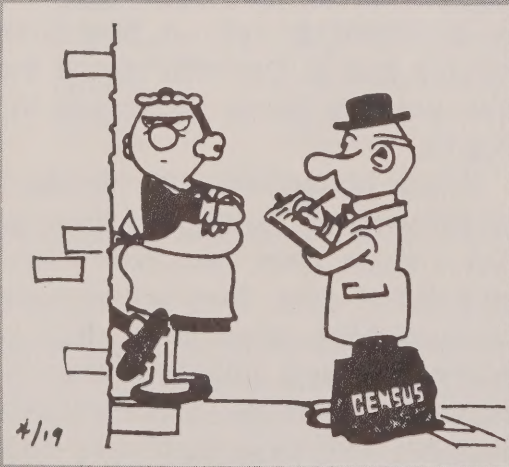
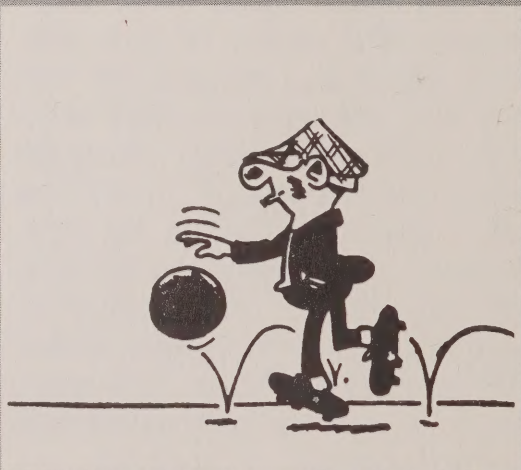
A longer questionnaire will go to every third household. In addition to the basic questions, it will ask for further information about housing and such matters as education, employment, migration and income.

This is known as "sampling" — a technique which enables accurate conclusions about a whole society to be drawn from the replies of only some of its members. For example, if the employed adults in the sample have an average income of \$5,000, it is highly prob-

able that the average for all adult Canadian workers will be very close to this figure, too.

The self-census and the sampling method will apply to about 97 percent of the population. The only exceptions will be those living in remote parts of Canada, where geographical and other problems make it necessary to use traditional methods of door-to-door enumeration. All households in these localities will be asked the full range of census questions.

# Andy Capp





## **Census goes to the farm**

The farmer has a special responsibility in the census. He is asked not only to account for all the members of his household but also for his livestock, machinery, and other aspects of his business.

It is a big and important job for the farmer. Canadian agriculture has been undergoing rapid change during the past 20 years. And this year farm problems are more urgent and complex than ever.

Farm associations, co-operatives, marketing boards, businesses serving the farmer and local communities need good, up-to-the-minute statistics to do their job on the farmer's behalf. Provincial and federal government agencies use farm facts to assess the rapid changes in Canadian agriculture and to develop new programs to meet new needs.

The statistics compiled from the thousands of farms in Canada add up to a rich storehouse of information.

To collect these important facts, the census representative must get the forms to the farmer. And watchdogs, unfriendly bulls, to say nothing of mud up to the hub caps, won't deter the census staff from getting through.

## **Census goes to the businessman**

Census representatives will compile a list of businesses in the retail, wholesale and service trades. Early the following year, each business will be mailed a detailed questionnaire for completion and return.

The information required is the kind readily available in business records covering financial activities in 1971. When the data has been compiled and analyzed, we will know a lot more about business — the number and sales (or receipts) of business outlets, inventory, employment, salaries and wages — and more about business trends than in any previous census.

Is the corner store holding its own against the inroads being made by chains? Do department stores account for a greater share of the market for various commodities than do specialty stores? In what lines of goods are the markets increasing, decreasing or disappearing?

The answers to these questions will provide a definitive picture of the value and trends of Canada's channels of distribution, from wholesaler to the final user — the Canadian consumer.

## **Why do you ask that?**

The intent and purpose of some census questions occasionally baffle people and cause comment. But there's a good reason for every one.

A favorite eyebrow-raiser is bound to be Question H9 on the 1971 questionnaire. It asks: "At what telephone number can this household be reached?"

Obviously, this is not a statistical question. But, with self-census procedures, where householders complete their own questionnaires and, in urban areas, mail them back to the Census office, it sometimes becomes necessary during process-



ing to contact the householder to obtain missing information or clarify answers on the census form. A follow-up telephone call is quick, economical and more convenient to the householder than a personal visit. The telephone number will not be retained as part of census information.

There are also questions as to whether plumbing facilities are used by one or more households. This information is important to housing authorities. It helps to indicate the standard of housing and thus assist in identifying areas that require urban renewal or redevelopment.

But why should the census-takers want to know whether a household owns a dishwasher, clothes dryer, deep-freezer, electric refrigerator, or a black or colour television set?

There is more to this than giving an indication of living standards. These appliances use electricity or fuels. Energy producers need to know the likely trends of energy consumption. Manufacturers, distributors and retailers also require such statistics as a guide to production and marketing.

Census figures need to be carefully analyzed to produce meaningful information, as one Canadian salesman discovered back in the thirties. Census figures for 1931 indicated that only a tiny percentage of homes in Northern Ontario communities were equipped with radios, compared with the rest of the province. It looked like a good territory in which to launch a sales campaign. He did and it failed miserably.

It didn't take him long to discover the reason. There were no radio stations which provided good reception in the area. Being an enterprising man, he quickly established one. Soon his radios were selling like hotcakes.

And that was the beginning of an amazingly successful career in the communications industry for the man who is now Lord Thomson of Fleet.

## **Selecting the questions**

Census information is so useful that interested individuals and organizations constantly suggest questions that they believe should be included.

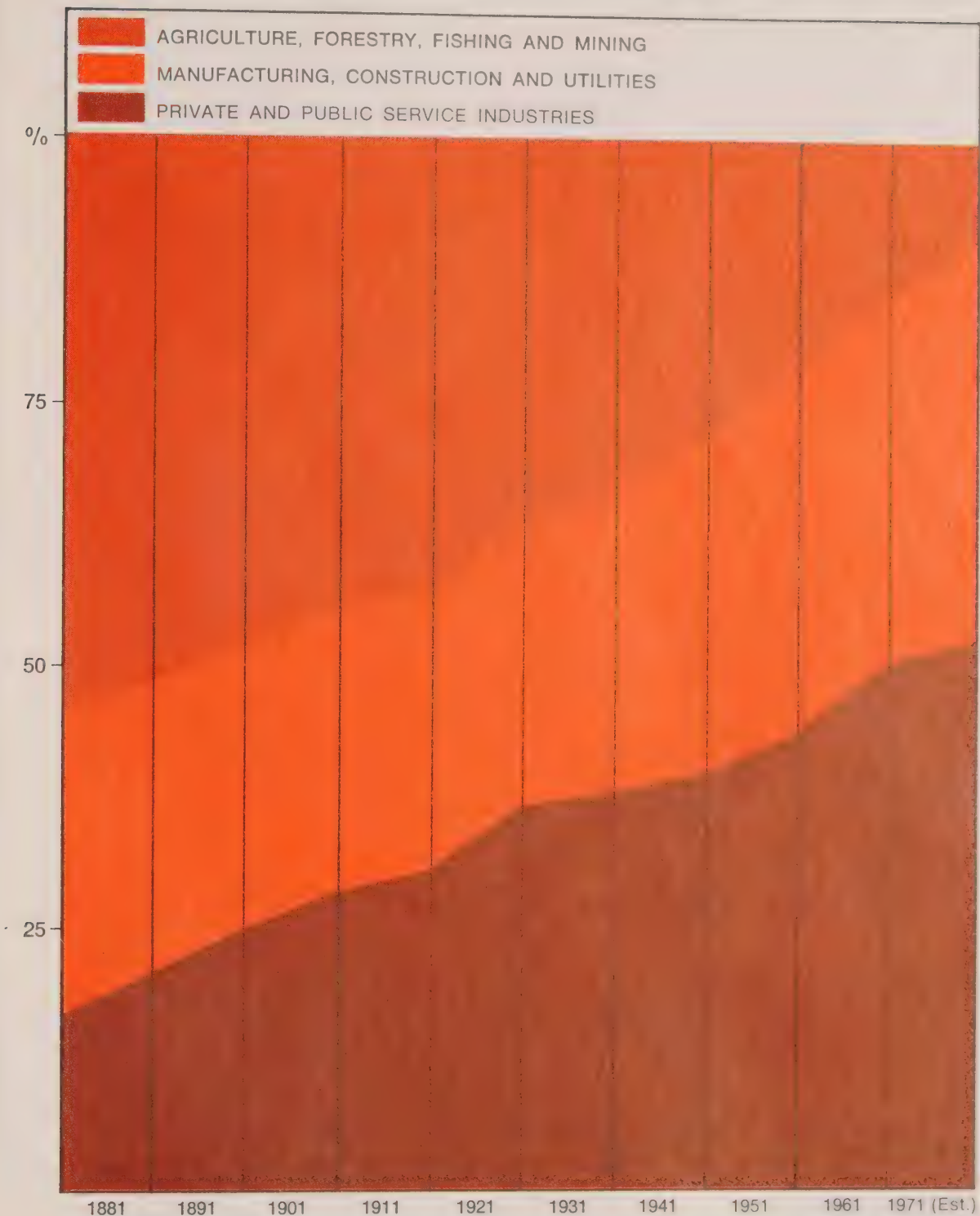
One manufacturer thought it would be helpful if the questionnaire were to ask how many of the company's appliances were in each home. Such special interest questions are always rejected. Only questions that will yield information useful to many Canadians are included.

Long before each census is taken, working groups and committees intensively discuss the questions to be recommended for inclusion. Representations are made by federal and provincial government agencies, businesses, universities, town planning experts, financial institutions and many others.

Much time and thought goes into these recommendations. The final selection, which must be submitted to the Cabinet for ratification and approval, is made on the basis of the usefulness of a question, the cost involved in asking it, the re-



# Manufacturing and service trades grow



*Fewer Canadians employed in agriculture, more in manufacturing and still more in the service industries. That has been the continuing story of employment patterns over 100 years of census taking and the 1971 census is expected to confirm current estimates in this respect.*



lative difficulty of getting reliable answers, and the amount of effort it will take for the householder to provide the information.

Because of the recent emphasis on manpower training programs, new questions will be asked in 1971 about the time people devote to vocational and occupational courses. Town planners have long wanted to know where people live in relation to where they work, so this time the address of the place of work will be included.

Among other new questions is one on ownership of vacation homes. Forest industries, forest product companies and agencies concerned with recreation, will be greatly interested in the answers.

However, most of the questions for 1971 were asked in the 1961 and earlier censuses. Indeed some have been included in Canadian censuses since 1871.

At one time it was important to know the number of illiterates in Canada. With the coming of universal education the illiteracy question asked in the earlier censuses was dropped after the 1931 census.

## **FOSDIC goes to work**

A lot of work has gone into making the 1971 questionnaires as easy as possible to answer.

For example, apart from names, addresses, and phone numbers, most questions are answered by using a black pencil (and we even supply the pencil) to fill in a circle. Like this — “●”.

That should make it easier to complete the questionnaire.

The method is also designed to make it easier to process the returns.

The first result of the 1971 Census will be paper. Millions of questionnaires. Tons of paper. If it were not for some amazing new machines, DBS would be almost smothered by paper work.

Instead, the paper will be quickly processed into compact rolls of film. Every questionnaire will be microfilmed by high-speed automatic cameras. Each roll of film will record about 1,800 questionnaires.

The microfilm will then be fed to FOSDIC (Film Optical Sensing Device for Input to Computers). This machine — developed especially for census work — can “read” the filled-in dots, which now are only tiny transparent specks on the negative microfilm.

At the rate of up to 500 questionnaire pages per minute, FOSDIC converts the Census facts into electronic impulses on magnetic tape.

## **Using the computer**

The magnetic tapes produced by FOSDIC will then be fed into the computer's memory bank. Here the millions of facts about Canadians and how they live and work will be tallied in large aggregate statistics.

Because of the advance of computer technology, this stored information can be organized and retrieved in a great variety of different tabulations.

For instance, try to stump the computer by asking it how many





# Where the growth is taking place

Percentage increase in provincial populations between 1960 and 1970 (estimated)

CANADA 19.6%



families with three children under five years of age rent six-room duplexes. If it has been programmed for such a tabulation, it can tell you the answer in an instant. Not "tell," actually. Attached to the computer is a high-speed printer which reels off the required statistics at a furious pace.

Since the value of statistics depends upon their being up to date, these speedy operations are invaluable to the censuses. No longer will it be necessary to wait years for some of the more vital pieces of census information to be tabulated, as was once the case. Timely statistics will begin to flow soon after the census data has been processed.

## **Confidentiality observed**

People from other countries who study Canadian census methods frequently comment on the high degree of co-operation of Canadians with the census officials.

This helpfulness is not too surprising. Over the years the census has established thoroughly that it benefits Canadians in many ways. And it has also demonstrated that the answers given are kept in complete confidence.

This statement is included in a letter from Walter E. Duffett, Dominion Statistician, that accompanies census questionnaires:

*"The Census of Canada is taken under the authority of the Statistics Act, which requires everyone to provide the information requested. The same Act guarantees that information you provide about your-*

*self in your census questionnaire will be kept secret and used only to produce statistics. It ensures that no one will know what answers you gave except for DBS employees and they are subject to legal penalties if they disclose personal census information to anyone else".*

All permanent and temporary census employees are required to take oaths of secrecy. The penalty for breaking the oath is a fine of up to \$300, a jail sentence of up to six months, or both.

Behind this is the fact that the census is not interested in you as a person. It is deeply interested in the facts which you supply, but *only* in order that accurate facts from families and individuals can be combined to produce statistics which can be obtained in no other way. Names, addresses and phone numbers are included on the questionnaire so that census field workers can make sure that you are included in the census, or contact you in case any information has been missed.

When FOSDIC scans the microfilm of the questionnaires, it can "read" only the filled circles which indicate the answers. Where "write-in" answers are required, these are coded manually so that FOSDIC can read them, too. But names are never coded into the information fed into the computer.

The original questionnaires are shredded and burned. Names and addresses remain on the microfilm record, to which only DBS employees have access.



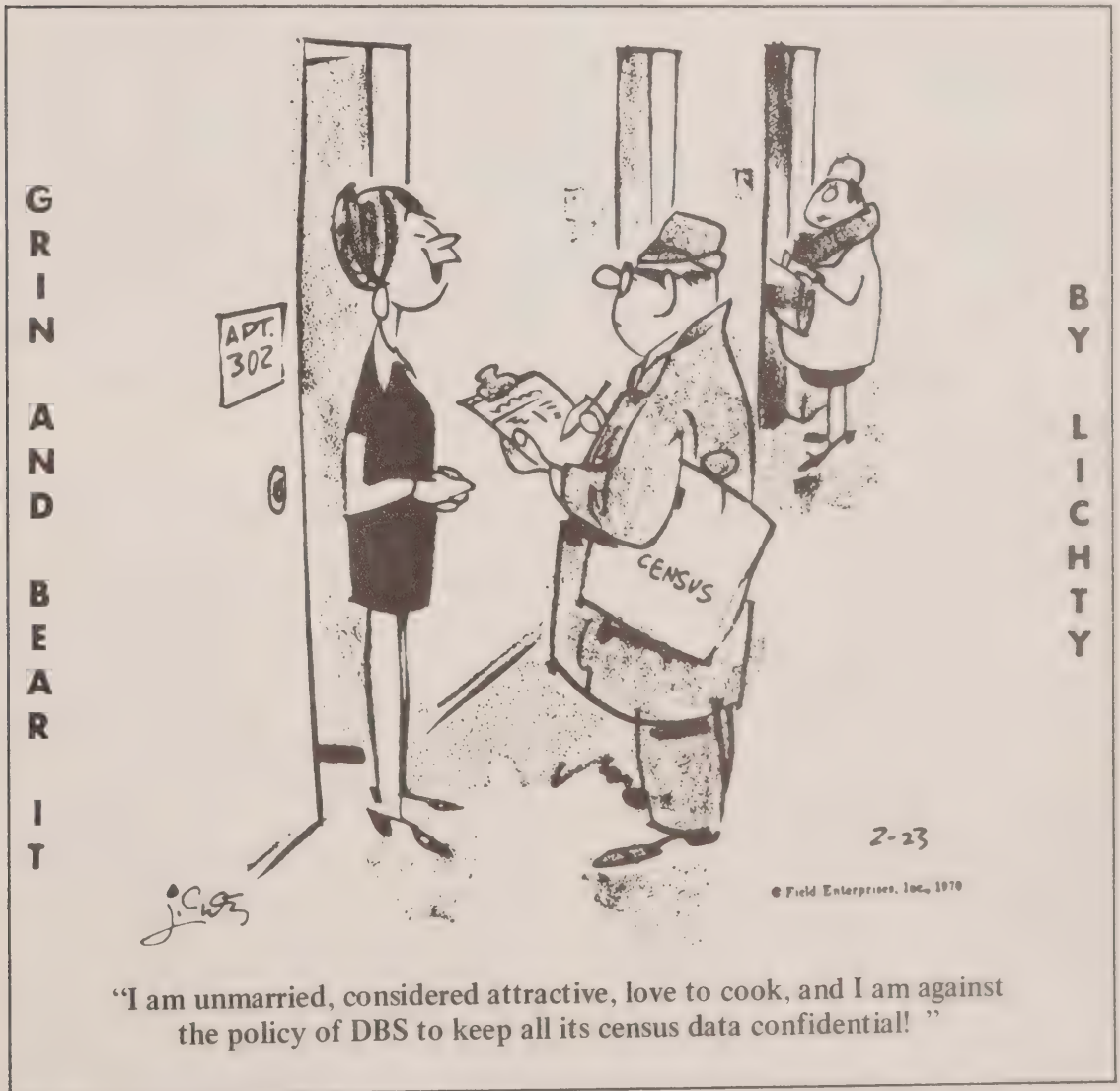
People have occasionally expressed concern that the information they gave to the census could find its way to other government departments. Then it might be used to their disadvantage.

But here, as well, census secrecy applies. No other government department or agency and no police force is ever allowed to have Census information concerning individuals. This information is kept on microfilm in DBS vaults under strict security.

Indeed individual census information may not even be used in legal proceedings. This fact is so firmly established that courts no longer even try to get census information.

There is only one exception to all this. Where he has good reason, a Canadian resident may ask for date-of-birth information he has provided about himself in a past census.

When old age pensions were introduced more than 20 years ago,





the Dominion Bureau of Statistics was deluged with tens of thousands of requests for confirmation of age. These came from elderly citizens whose parents had either neglected to register their births or whose birth records had subsequently been lost.

For a person who asks in writing for census information about himself, DBS can provide a statement showing, for example, that when he was enumerated in 1931 he reported his age as 26. This is acceptable proof that he was 65 in 1970. But DBS will not provide such information to anyone other than the person who gave it to DBS or his legal representative.

### **Co-operation is required**

Just as the law enforces secrecy in the census, it also requires every person or business firm to provide full and accurate information. This is a matter of common sense. If answers were given to some of the questions and not to others, census statistics would be extremely unreliable.

Correct information from every person, family and business, not just from some, is needed if the figures are to serve the many purposes for which they are required.

### **Rounding up strays**

There is a big job in trying to ensure that everyone has been counted. And Canadians are not the easiest people in the world to find and count.

Some live, work or operate a business in extremely isolated

places — in forests, on mountains and along isolated coasts. There are trappers, prospectors, Indians and Eskimos as well as stores providing them with goods and services in remote areas.

Surprisingly, some of those who are hardest to count live in the centre of the biggest cities. These are people with no permanent address and transients who will be one place today and another tomorrow. The census officials try to account for them all by visiting rooming houses and hotels.

Problems also exist in some city districts where people may have a limited knowledge of English or French. And sick and elderly people in hospitals and other institutions may need help in replying to census questions.

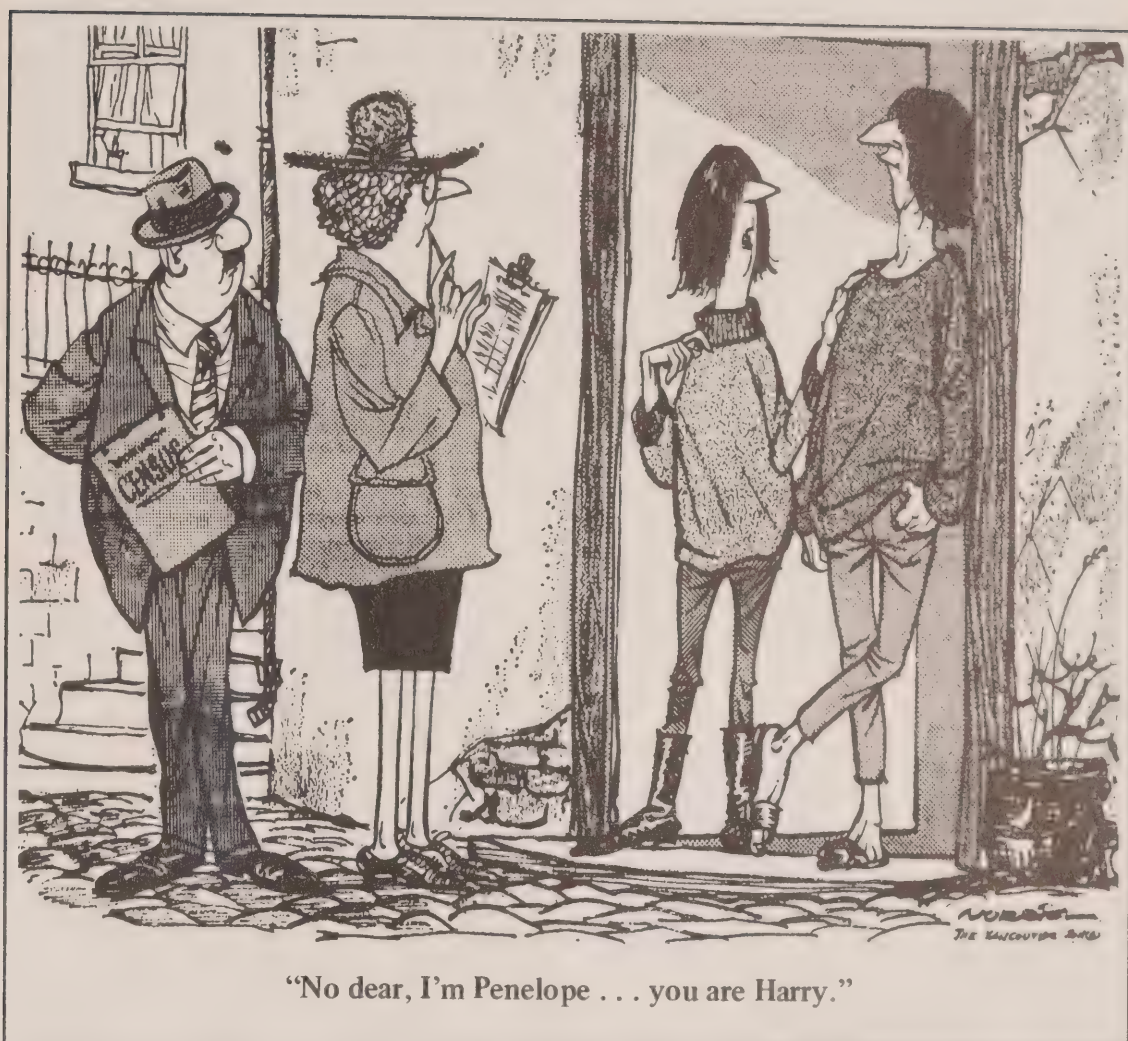
In these and other special cases, the “do-it-yourself” feature of the 1971 Census will be set aside in favour of the traditional system of enumeration.

### **The Census goes to school**

A voluntary student classroom project is being introduced in 1971, to support the population census. Students in grade 6 to 13 in 21 cities will be asked to fill out a questionnaire relating generally to student interests and activities. To insure anonymity, no student's name or other identifying information will appear anywhere on the questionnaire.

Purpose of the project is to acquaint students with the importance of the census and its procedures. At the same time it will result in





some statistics about students and their interests.

The questionnaire will ask a few questions about time spent watching television, number of books read, newspaper reading, part-time jobs and students’ views about why they should attend school.

Having used the self-census methods in this project, a student will be able to give assistance at home if it is needed to complete the general population census. And when he faces the 1981 or 1991 census as a householder, he will at least know what this national quiz game is all about. As a future

educator, businessman, politician or whatever, he will also know how the census can aid his plans and goals.

### Why self-census?

Some years ago the search began for more efficient ways of collecting information.

Traditional door-to-door canvassing in 1971 would involve calling on some six million households and staying at each one long enough to record the answers to all the questions.

To complicate matters, both husbands and wives in hundreds



of thousands of households are absent from home during the day because of the large increase in the number of working women. The number of "call-backs" to households that would be necessary under the old method threatened to prolong the information-gathering process by many weeks, or even months.

The self-census technique not only helps meet this problem but produces other distinct advantages.

Under the old system, questions were sometimes misunderstood by the householder and answers misinterpreted by the enumerator. The result, in both cases: incorrect information.

The self-census also avoids any embarrassment some people might feel when answering personal questions — such as those relating to age, income and employment — in the presence of a census representative.

Women in particular seem to be bashful about birthdays. And, despite reassurances about the complete secrecy of all census information, some men are reluctant to answer the question about income.

In 1961 a man phoned the census office in Vancouver to confess that he had made a false statement about his income. He explained that he had said his salary was smaller than it really was, because his wife had been listening.

## **Trying it on for size**

The extent of the planning that goes into the taking of a census almost defies description.

Football coaches plan for days or weeks before a championship game. Generals may spend months on the plans for a battle. But the census requires years of preparation. Even before one census has been completed, planning for the next one is underway.

There is more to the census than agreeing on the questions to be asked, although this takes much consideration. There are also decisions to be made on the techniques to be used, such as self-enumeration.

The new procedures for the 1971 Census had to be worked out in detail, tested "in the field", re-worked, and tested again.

A first small field test for the 1971 census was held in Ottawa in December, 1966. Then the city of London, Ontario, had a complete test of self-enumeration in September, 1967. This was followed by a test of 6,000 households in Toronto in June, 1968, and one in four rural localities in October, 1968.

The census officials were trying to discover which plans worked best under the actual conditions to be faced. Was it better to mail questionnaires to each household and pick them up later, or have the enumerator call with the questionnaires and have them mailed back?

And how should a particular question be phrased? Would it be better understood if it was worded one way or another? How to find out? Try both to test the results.

Based on the outcome of the earlier trials, "dress rehearsals"



"Sorry, Madam, we're closed for inventory"



were held in September 1969, in Sherbrooke, Que., St. Catharines, Ont., and Souris, Man. These provided the experience from which the final plans could be made.

Never before had such comprehensive advance testing been used. As early as the London test in 1967, it became clear that the great majority of Canadian householders could complete the Census ques-

tionnaires without the assistance of enumerators.

The scene was set for June 1, 1971.

Obviously, such a big operation will require the co-operation of everyone.

It's a national effort to take stock — to find out where we stand, and how far we have to go.

**Please help. Count yourself in.**

## HOW YOU CAN HELP

This booklet is intended to show how the accuracy and usefulness of census information depends on the co-operation of all Canadians. Supplying the answers to census questions, which will serve so many useful purposes, is an obligation that rests surely, if lightly, on each of us as Canadian citizens.

You can help by letting others in your neighborhood read this booklet, or by using the information it contains to answer questions on census procedures which may be asked by individuals who are less well informed than you.





